

CASH REWARD

The attached sheet is a photostatic copy of the front and back sides of a mail-order coupon from an unknown publication which I am trying to identify.

This coupon is of considerable historical importance. It is believed that by means of this coupon Lee Harvey Oswald, using the alias "A. J. Hidell", purchased a .38 S&W revolver in the early part of 1963. This revolver was later used in the slaying of a police officer subsequent to the assassination of President Kennedy.

Neither the Warren Commission nor any investigative agency has ever been able to identify the specific publication from which this coupon was clipped. The mail order house involved, Seaport Traders, Inc., was unable to identify it in 1964, and it is no longer in business under that name.

The original of the coupon itself is in the National Archives at Washington, D.C. It is printed on newsprint paper (light-weight, non-glossy), which eliminates most gun, hunting, and sports magazines as possible places where the ad might have been published and suggests a weekly or bi-monthly publication such as Shotgun News or possibly a detective or humor type of magazine on pulp paper. There is a portion of a cartoon on the reverse side (see copy).

In the company address on the front of the coupon, there is a department number, "AM-3" (see copy). If this follows the usual advertising practice, the symbol "AM-3" would signify that the name of the publication had the initials (or abbreviation) "A___ M___", and that the specific issue was the third one of that year, e. g., March in the case of a monthly publication. However, because of possible errors or re-use of previous ads, it cannot be guaranteed that "AM-3" follows this rule. Incidentally, I am unaware of any gun, hunting, or sports publication having the initials "A___ M___".

It is very likely that the year of publication was 1963. Even here, however, there is some uncertainty because Oswald is known to have saved old magazines. Seaport Traders, Inc. is known to have run similar ads as far back as the 1950's. Such ads (not the same as the attached copy, however) may be found in the May '62 issue of Guns, Sept. '62 issue of Shooting Times, Nov. '62 Guns & Ammo, etc.

I have spent many hours attempting to identify this publication without success. Nevertheless, I am confident that it does exist (although it may no longer be published) and can be found.

I hereby offer a \$25 reward to the first person (as determined by the postmark on the envelope) who sends me a bona fide specimen of the publication containing an ad just like the one from which the attached coupon was taken. If an actual specimen is not available, I will give \$10 to the first person who can identify the publication, its name, address of publisher, and date of issue) and prove that the ad actually appeared in that issue.

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Rob Smith

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